

**ITS Heartland Board of Directors Meeting
October 18, 2018 12:00 p.m. – 1:00 p.m.
Minutes**



Attendees listed in **bold** below

BOARD MEMBERS		
Matthew McLaughlin (Past Pres.)	Randy Johnson (President)	Kurt Roterling (VP)
Lee Baer (Secretary)	Matt Baker (Treasurer)	Slade Engstrom (Cons. Dir. #1)
Anthony Gallo (Cons. Dir. #2)	Henry Brown (Acad. Dir. #1)	Ron Barnes (Acad. Dir. # 2)
Tim Simodynes (Iowa Dir.)	Joe Finley (Kansas Dir.)	Alex Wassman (Missouri Dir.)
Austin Yates (Neb. Dir.)	Alan Stevenson (Okla. Dir.)	Jamie Gilbert (Vendor Dir.)
Zach Hanson (Comm. Dir.)	John Miller (FHWA Rep.)	Amy Lucke (Chapter Admin.)
GUESTS		
Mike McKenna (for Lee Baer)		

Agenda – Minutes – **ACTION ITEMS**

1. Roll Call

2. Approval of September 18 Meeting Minutes

Motion: Kurt R. 2nd: None Opposed

3. Review/Update Strategic Plan - Randy
 - Facebook/Twitter – **Completed**
 - Website – **Completed**
 - PULSE – **Completed**
 - Members Only repository – Date change
 1. **Goal date for adding documents to website is Jan. 1st.**
 2. **By April 15th, change strategic plan.**
 - Permanent Committees – Discussion begins in November
 1. **Need to set permanent board responsibilities (ex. Best of ITS).**
 - Attendance – Thanks for substitutions
 1. **Meeting attendance has been great this year, thanks for finding fill-ins when needed.**

4. 2019 Annual Conference Meeting Tasks – Amy
 - a. **Vendors – After engaging vendors, the vendors would rather not change up the layout this year but could in the future. Kurt will continue to engage future vendors. Concern was brought up about one booth row not getting enough foot traffic. Board consensus was that it has worked at past meetings, so it should continue to work.**
 - i. **Kurt and Amy will coordinate together to add survey questions for vendors.**

 - b. **Call for abstracts is open and board members should reach out to piers they know with good topics.**

 - c. Committee Updates – Committee leaders

- i. Arrangements – Group should come up with ideas for breaks. Traffic Vision may help come up with break ideas.
 - ii. Key Note Speakers – Randy working on speakers: Spokesman with Ford, Sly James, Patrick McKenna, and Bob Bennett
 - iii. Tours – Options: Garmin, Union Station, Smart City, Street Car, KC Scout/OGL, or Ford.
 - iv. Student Competition – Start reaching out to universities.
 - v. Evening Event – Anthony is working with The Reserve, drinks and food.
 - vi. Vendor Reception – Jamie and Randy are looking for a unique event (suggestions are welcome).
5. 2020 Conference Location Update - Amy
 - a. Des Moines conference center can contract starting in November.
 - b. De Buque has generous proposal but the concern is it's too far and not central.
6. Treasurer's Report
 - End of September (total of all accounts) - \$77,223.71
7. Action Items
 - a. None discussed
8. Open Discussion
9. Adjourn
 - a. 1:00 pm